

Walk, Roger A.

From: Solana, Rick P.
Sent: Monday, July 22, 2002 2:34 PM
To: Walk, Roger A.
Subject: FW: Corporate responsibility--advertising

fyi. thoughts? I'll let you know when the call is.

-----Original Message-----

From: Solana, Rick P.
Sent: Monday, July 22, 2002 2:33 PM
To: Herndon, Colleen B.
Subject: RE: Corporate responsibility--advertising

I might be out Wednesday. how about tomorrow?

-----Original Message-----

From: Herndon, Colleen B.
Sent: Monday, July 22, 2002 2:27 PM
To: Solana, Rick P.
Cc: Culley, Liz; D'Alessandro, Shaunn; Bugg, Joy J.
Subject: Corporate responsibility--advertising

Hi Rick,

Our group has been developing print advertising, specifically a free standing insert, that highlights the PM USA website and our positions on the site related to health, ETS and YSP.

We have completed focus groups and are planning to do quantitative research, with the goal of dropping this advertising nationally beginning November 18th in newspapers.

We wanted to share this advertising piece with you and see if you had any questions or comments. Please let me know if you are available to discuss over the phone for 1/2 hour on Wednesday, July 24th between 9-11am or 1:30-4:00. If so, I will overnight you the advertising piece today so that you have a chance to review prior.

Thanks. Feel free to call me at x3054 if you have any questions.
Colleen